

Students pass on graduate study in the US for first time in eight years

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今日北京

BEIJING TODAY

COMMERCE

NOVEMBER 22, 2013 • No. 650 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥3.00 (METRO & COMMERCE)



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北京青年报
BEIJING YOUTH DAILY

Under the auspices of the office of Beijing Municipal Government ■ Run by Beijing Youth Daily Group ■ President: Zhang Yanping ■ Editor in Chief: Yu Haibo ■ Director: Li Xiaobing
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■ Advertisement: (010) 65902515 ■ Hotline for subscription: (010) 65902626 ■ Overseas Code Number: D1545 ■ 邮发代号1-364 ■ Overseas Distribution Agent: China International Book Trading Corporation

Comic camera app corners market overnight



Huang Guangming, co-creator of MomentCam



Ren Xiaoqing, co-creator of MomentCam

By Bao Chengrong

It's not every day that the world of mobile apps sees the meteoric rise of a Chinese program.

MomentCam, created by Beijing Baishunhuanian Media Corporation, came out of nowhere to become the top program in the Apple App Store only three days after its release.

By the end of the week, more than 30 million iPhone and Android users had installed it.

Its secret? Vanity made user-friendly.

"MomentCam appeals to users who are looking for ways to beautify themselves or experiment with their image," said Ren Xiaoqing, the app's co-creator.

Ren developed an interest in comic art when she was assigned to design personalized gifts using customers' pictures at Wal-Mart. But the harsh contrast between cartoon bodies and real headshots left a bad taste in her mouth.

She thought about finding a better solution using computers, but did not put the idea into practice until she met Huang Guangming, a Microsoft manager.

The two established the comic company in 2008. They produced offline products for years until taking an interest in mobile Internet in 2011.

The company created two other apps, but neither was as successful as MomentCam. The app allows users to change their face shape, eyebrows, glasses and hair styles. Men users can also change their facial hair style.

The app allows users to place themselves on creative backgrounds that are tied in with the latest news, movies and festivals. The beta release had only 10 backgrounds. It began adding more on October 18.

MomentCam's success is not exclusive to China. Ren said it was the top-ranked app in more than 20 countries: 40 percent

of its users are located abroad, he said. Many users like sharing their cartoon creations on Facebook.

The app was updated with an English interface on November 11.

MomentCam does not currently have any competitors, Ren said. But given the app's appeal, a monopoly is unlikely.

Ren said she and her colleagues have yet to figure out a business model: right now they are focused on developing the product and improving the user experience.

"Our goal is to help people have fun," Ren said.

"Creating original products that are culturally innovative takes courage. It's really not easy," Ren said.

The company is developing MomentCam using an investment of 30 million yuan. It is currently working on a second generation of the program.



Photos provided by Beijing Baishunhuanian Media Corporation

Social media scrapbooking turns Weibo into paper

By Bao Chengrong

More than 300 million Chinese netizens record their lives digitally with Weibo. Li Pentao hopes to turn those memories into something more tangible.

The new site, Weiyin.cc, is intended to turn a user's Weibo record into a scrapbook since "print products won't fall out of fashion," Li says.

Weiyin debuted last March and printed its first book three months later. Thus far, it has attracted more than 20,000 paid users.

Zuo Yongjiang, director of operations at Weiyin, says the company's target users are young mothers, office workers and university students. They are the demographics most likely to be using Weibo for sentimental purposes.

Users can create a Weibo book by picking a template and time frame of content. Basic book generation takes about 30 seconds.

Zuo says the speed comes from the company's original smart typesetting software. Unlike Tushu.com, a competi-

tor focused on customization, Weiyin keeps its creation process simple.

Weibo books cost between 38 and 658 yuan. Users can create books with up to 900 pages. Most books are printed and delivered within five working days – express couriers can shorten this time to 72 hours.

Weiyin also makes books using WeChat and QQ Zone accounts.

WeChat book tend to be less popular, since WeChat does not make one's friend circle public and users must spend a lot more time collecting data, Zuo says.

QQ Zone books cost more to create than Weibo books.

A 300-page QQ



Zone book costs at least 628 yuan, nearly three times the price of a 900-page Weibo book.

Besides printing books, Weiyin also provides digital magazines for users to download. The price is 5.1 yuan per book.

Zuo said the print books will contain digital links in the near future. Users can hear old voice messages or zoom back to the location of a photo by scanning the accompanying QR code.

Zuo said they also plan to open the platform to the public so independent designers can contribute their own templates. Designers will be able to earn a commission from any books that are printed with their templates.



Photos provided by Weiyin.cc

Students pass on graduate study in the US

By Bao Chengrong

The number of Chinese students applying for graduate school in the US fell by 5 percent this year, according to the Council of Graduate Schools (CGS).

The drop, the first of its kind in eight years, was explained in a survey that found 55 percent of China's university students are uninterested in continuing their studies in US.

Among those who wanted to go, 21 percent had no clear plans.

Only 9 percent of respondents estimated they could score higher than 100 on the TOEFL, the most basic requirement for applying to a US university.

"The general ability of China's university students is falling. Many of them are unable to even graduate," said Chen Zhiwen, a spokesman for Education Online.

Worsening enrollment prospects may also contribute to the result. Although many top universities accepted more foreign students in their graduate programs the last few years, these opportunities are drying up.

Yale University, for example, has increased its enrollment by 12 percent during the last five years. However, the number of applicants to Yale increased 29 percent.



Chinese college students are less interested in graduate study in the US. CFP Photo

CGS' report on international students in US from 2011 to 2012 said Chinese students account for 37 percent of all the international post-graduate students in US.

San Peng, director of Beijing Overseas Study Service Association, said China sends more postgraduate students to the US than any other country, and it is unlikely that US schools will open the door to even more

Chinese students.

Money is another concern.

Both tuition fees and the cost of living in the US have exploded during the last seven years. Tuition at Harvard University, Yale University and Columbia University rose 20 percent during the last seven years; the cost of living at Harvard University increased 37 percent, from \$9,946 in 2007 to \$13,620 this year.

A gloomy employment out-

look for students also encouraged many to shred their plans for studying abroad.

About 72 percent of the Chinese students who study abroad in the US fail to find a job there after graduating, the *Wall Street Journal* reported. Chen Zhiwen said employment opportunities in the US have been collapsing outside of a handful of fields.

Most who return to find a job in China are limited to

low-paying, entry-level work.

A report released by Education Online showed that 37 percent of returning Chinese students earn less than 40,000 yuan per year at their first job – only slightly more than the average starting salary for Chinese graduates. Fewer than a third can earn more than 60,000 yuan per year.

The reality of the job market seems wildly out of line with the students' expectations.

More than 40 percent of the students polled said they expected to earn more than 120,000 yuan per year and 20 percent expected more than 96,000 yuan.

Only 10 percent of the students said they expected to earn no more than 60,000 yuan.

The age of students heading abroad is also falling. About 31 percent of the students are going abroad after high school instead of after college.

A CGS report said the decrease in Chinese applicants is part of a global downturn in international study.

This year, there were 11 percent fewer college applicants from Mexico and 4 percent fewer from European countries.

Only India and Brazil are sending more students abroad with growth rates of 20 percent.

Guokr college leads trend of MOOC translation

By Bao Chengrong

Popular science and technology website Guokr has opened its own massive online open courses (MOOC).

The college allows users to view MOOC courses on Coursera with Chinese subtitles, participate in discussions and interview several MOOC lecturers.

Ji Xiaohua, CEO of Guokr, said the idea was to create a group to pull together all the Chinese MOOC users. The group grew to include more than 10,000 learners in just few months.

After participating in some MOOC meet-ups, Ji found that most students were looking for a larger Chinese communication platform where they could discuss with learners from the

Guokr's MOOC college same geographic area.

Guokr's MOOC College, which opened in May, found its first users on Coursera, one of the Top 3 MOOC platforms.

Ji and his colleagues emailed the teacher of a popular social psychology class on Coursera to request permis-

sion to add Chinese subtitles to the video. Not only did the teacher agree, but he emailed all his students and encouraged them to subtitle the video in their native languages.

That class is available in more languages than any other MOOC course.



Guokr hosts activities with Coursera staff

The translation group grew quickly, from a few translators to several hundred. To ensure Chinese subtitles synchronize with the video, Guokr started to cooperate with Coursera. Translators can now get the English subtitles before the classes launch. Although translators are not paid, they are given a certificate recognized by both Coursera and Guokr.

Ji said Coursera will also

give suggestions on what courses are suitable for translating. So far, the most popular course on Guokr is *The First Emperor of Qin*.

Target users are university students and young workers with less than three years working experiences, Ji said.

While MOOC has not been a great shock to the Chinese education system, it plays an important role in supplemental education, Ji said.

Festival shares best of traditional Korean dress and food

By Liu Xiaochan

Discovery Korea, a new activity to popularize Korean food and culture in China, opened November 7 at the Renaissance Beijing Capital Hotel.

Visitors can taste Korean cuisine prepared by chefs under the guidance of South Korean food directors and hear traditional music played by the South Korean orchestra K-Music.

The event included a 45-minute fashion show with garments made of Korean paper, a kind of white tissue. The 75 sets of clothes were previously praised for their beautiful design and bright colors when they debuted at the Korean Cultural Center earlier this month.

Korean paper is an important cultural treasure. Its pulp has long been processed to produce traditional clothing. The material gives the clothes an unusual texture and the ability to cut, color and warp paper results in clothing with a dreamlike surface.

The Korean Cultural Center



Paper garments

frequently cooperates with cultural institutions, government centers and enterprises.

Discovery Korea is organized to coincide with South Korean Army Day, held by



Photos provided by Korean Cultural Center

Military Department of the Embassy of South Korea.

The Food Experience unit will remain open at the Renaissance Beijing Capital Hotel through November 27.

Cuban minister promotes cooperation on China visit

By Liu Xiaochan

Cuban Minister of Foreign Affairs Bruno Rodriguez Parrilla visited China earlier this month to share a report on Cuba and its foreign policy at the China Institute of International Studies.

During his visit, which spanned November 5 to 7, Rodriguez expressed great admiration for Chinese culture.

"China and Cuba have a long history of cultural exchange. Early Chinese immigrants brought Chinese culture to Cuba. This exchange is something important that we need to strengthen," he said.

"In Cuba, we strive to protect our native culture and its characteristics. But cultural exchanges are important, because it's through cultural exchanges that we find new ways to overcome challenges."

Rodriguez said the relationship between China and Cuba is based on mutual ben-



Rodriguez introduces Cuba's situation.

Photo by Liu Xiaochan

efit, support and respect.

Cuba was the first Latin American country and the first in the Western Hemisphere to establish diplomatic relations with China. For the last 53 years, China and Cuba have agreed on many international and regional issues, he said.

"Both of us oppose he-

mony, interference in the internal affairs of other countries, unilateral action and power politics," he said.

The relationship between China and Cuba is the model for many Sino-Latin relations, and has helped open the door for China to access Latin America and the Caribbean,

he said.

When talking about Cuba's economic development and the further the two countries, he said Cuba is undergoing serious changes, such as the abolition of the Cuban currency's double track system.

"Cuba is China's largest trade partner in the Carib-

bean, and China is Cuba's second largest trade partner in the world," Rodriguez said. "The Mariel Port Special Economic Zone being constructed in the west of the capital Havana is gathering new technology firms in the biomedical and clean energy industries – something sure to attract many Chinese enterprises."

Rodriguez also introduced the establishment process, development situation and foreign policy of the Community of Latin American and Caribbean States.

Cuba is the current president of the group, and is focusing on developing relations with China and other emerging powers to fight interventionism and advocate independence and integration.

The group is focused on improving living standards, promoting social justice in the region, enhancing social competition and improving the nation's economic structure.

French Alliance shares photo art of the 1930s

By Liu Xiaochan

The French Alliance is exhibiting the photographs of the Séeberger brothers, some of the greatest photographers of the 1930s.

The exhibition, supported by the National Library of France, ends November 24 and is curated by the head of Printing and Photography at the National Library of France Dominique Versavel.

The Séeberger brothers, two fashion reporters, recorded many of the master fashion works of the 1930s and captured amazingly vivid portraits in the years before World War II.

The photographs of the brothers Jules (1872-1932), Louis (1874-1946) and Henri (1876-1956) record a period of rapid evolution in fashion trends during the most dynamic half of the 20th century.

Shot in Paris, Biarritz, Monte Carlo and Deauville, the images reflect a time when fashion was the exclusive domain of the upper class in international metropolises.

Their earliest work was printed in the French magazine *La Mode Pratique*, which became their sponsor in 1909. Their images of elegant women brought the magazine unprecedented success.

They were soon being fought over by all the major magazines, which led them to specialize in different forms of fashion photography. Their studio was in operation for 70 years.

In addition to fashion, their works also record daily life and the vigorous spirit of polite society. Their portraits depict beautiful actresses, singers, dancers, vaudevillians, bankers and aristocrats.



Works by the Séeberger brothers (Copyright belongs to National Library of France)
Photos provided by French Alliance

Cultural centers cooperate on children's book festival

By Liu Xiaochan

Books are the windows through which Beijing children can learn about the world and foreign cultures.

That's the message the Beijing Women's Federation is hoping to send with its new family reading activity.

Called "Hello, My World! My Home!" the program is open to Beijing children through November 24.

As part of the activities, the Spanish Cultural Center and Russian Cultural Center are releasing a series of books that introduce the cultures and customs of their countries at the Capital Library of China.



Books in Russian for children

Photo by Liu Xiaochan

An accompanying photo exhibition shows cultural customs and practices in Russia, Spain, Germany and other participating countries.

Russia's contributions

introduce the country's main cities, its natural heritage, culture and art. For books, the center selected the works of Golgi, classical Russian children's literature, famous Russian fables and fairy tales.

The Russian Cultural Center is also promoting its multimedia library, which offers access to historical and modern literature, rare books, newspapers and magazines. The digital library created by former president Yeltsin has high-definition scans of many classical books and Russian art.

The Spanish part of the exhibition introduces food, festivals, sports, language

and places of historic interest or scenic beauty. It is sharing comics, fairy tales and books on the daily life in Spain, such as *Mafalda*, *Antonio Machado para ninos*, *El gran libre de les hades* and *Espanaen sus caminos*.

Spanish Cultural Center is also introducing its library Biblioteca Antonio Machado, named for a famous Spanish poet. Readers can find more than 16,000 books, including Spanish learning materials, Spanish and Latin American literature, books on science, history and geography, children's and juvenile's books, music and movies.

Home museums make historic hutong worth a visit



Zhuanta Hutong

CFP Photos

**By Liu Xiaochen**

Beijing's winters are extremely cold and windy, meaning trips to the city's outskirts are a bad idea unless you are going in full ski gear.

But cold days are no excuse to stay cooped up indoors. Consider walking some of the capital's lesser known hutong. The narrow alleys pack a lot of history and provide insulation from the wind.

Downtown Beijing has more than 7,000 hutong, each with its own story. And most are more interesting than the hipster havens of Nanluogu Xiang and Dashilar.

Shijia Hutong

Shijia Hutong, found in Dongcheng District, is the location of Shijia Primary School, People's Art Theatre Dormitory and the homes of notable writers and artists such as Ling Shuhua, who lived in Shijia Hutong 24.

A Shijia Hutong Museum opened last month to introduce Ling's life and the history of the hutong. It contains many of Ling's possessions, photographs and dioramas. The name plate is written in the calligraphy of Shu Yi, son of the famous writer Lao She.

A scale model shows what the hutong looked like in 1957. The nearby multimedia room enables visitors to hear the sounds the used to be a part of hutong life.

Another section of the museum shows goods donated by the nearby community for a diorama of hutong life.

Ling's former home is currently occupied by a kindergarten.

Zhuanta Hutong

The Zhuanta Hutong is one of the oldest and best preserved hutong in the capital. Located near the Xisi Arch, the

Zhuanta Hutong is named for a Yuan Dynasty brick pagoda by its east exit.

The first hutong were created in the Yuan Dynasty. Some 29 were noted as existing, but only one was mentioned by name: Zhuanta Hutong. It is the only hutong with an unbroken history of occupation.

Many famous writers have lived in the Zhuanta Hutong, including Lu Xun, who lived at Zhuanta Hutong 61 (now 84), and Zhang Henshui, who lived at Zhuanta Hutong 43 (now 95).

In January 2004, residents of the hutong discovered a brick marked with the characters "Beijing Pit" at Zhuanta Hutong 67. The discovery attracted the attention of some local historians eager to unearth more treasures.

Former residences

The old neighborhoods are home to many celebrities, both local and national.

At present, the celebrity homes that are listed as national cultural relics include Song Qingling's residence and the former home of writer Guo Moruo.

Several homes are considered city-level protected cultural relics, such as the homes of Lu Xun, Mao Zedong, Li Dazhao, Sun Yat-sen, Zhu Yizun, Kang Youwei, Mei Lanfang, Cheng Yanqiu, Qi Baishi, Lao She and Mao Dun.

Hutong Record Holders

- Longest Hutong: Jiaomin Xiang (includes its east and west sections)
- Shortest Hutong: Yichi Dajie
- Widest Hutong: Lingjing Hutong
- Narrowest Hutong: Qianshi Hutong, Gaoyou Hutong and Xiaolaba Hutong
- Oldest Hutong: Sanmiao Jie
- Most Winding Hutong: Jiuwan Hutong

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Bars and Clubs

Aperitivo

Newly remodeled and featuring a new, bold paint job on its exterior, this Sanlitun survivor had to change to keep pace with increasing competition from young upstarts.



The bar room has been renovated and feels more like a proper bar, rather than a spare room. The lounge areas haven't really changed, apart from receiving a well-earned coat of paint, and the always-popular terrace remains.

The faithful Europhile crowd remains, thanks to its shrub-lined patio, continental atmosphere and Italian-themed drinks menu. Grab a glass of wine or the famous "Aperitivo cocktail" (white wine, tonic and flavoring).

Add: 43 Sanlitun Houjie, Chaoyang District (next to Tongli Studio)

Time: 10 am-late

Tel: 6417 7793

Beer Mania

With lagers and stronger Belgian beers on tap, a great selection of powerful Trappist beers, North American craft beers and more, Beer Mania is a favorite of the beer crowd.



It currently has 65 Belgian beers.

Apart from drinking, it has a pool table, a small but serviceable terrace and waffles to munch on when the kitchen's open.

Besides the pool table, there's also a Bonzini foosball table imported from Belgium.

The kitchen is open from 11 am to 2 am and

provides a full range of starters, main courses and desserts. On Saturdays and Sundays it serves brunch for 88 yuan.

Add: 1/F, Taiyue Fang, Nansanlitun Lu, Chaoyang District

Time: 2 pm-late

Tel: 6500 0559

Beervaria

Given the location, this cheery bar-restaurant is most likely to appeal to people either living or working around the TYG Center. Local draft beers and Stella are available at similar prices to what you'd expect to find elsewhere in town, and the highlight is a Tree-style choice of Belgian beers, with a few German brews as well.



Food is available throughout the day, and foreign staff put a friendly face on proceedings. The only other reason to visit the TYG Center is the bargain double cheeseburger at Korean fast-food joint Hollywood.

A night of Delirium Tremens at Beervaria gives you a ready-made excuse to head for that late-night snack.

Add: B1/F, TYG Center, C2 Dongsanhuan Bei Lu, Chaoyang District (north of Xiaoyun Lu intersection)

Time: 9 am-late

A Lil High

This miniature two-room dive is set up with a drinking room and a dancing room, complete with a DJ booth pumping Top 40 remixes.

The prices reflect real alcohol, with Tsingtao at 10 yuan, a long list of cocktails priced 25 to 30 yuan and spirits around 20 yuan.

Add: Sanlitun Houjie, Chaoyang District (opposite Tongli Studios)

Time: 5 pm-late

5 Star Plus Retail Design

5 Star Plus Retail Design provides branded retail design, store design, consulting and project management services to international luxury and retail brands wishing to enter, expand or redefine their presence in the Chinese market. The goal of the company is to become a one-stop service provider for retail design and retail consulting services.

Based on a brand's retail identity, 5 Star Plus Retail Design will execute and maintain interiors for boutique, flagship, concept and lifestyle stores, as well as all other types of retail environments. The company specializes in jewelry, fashion, shoe and accessory store design.

Add: 20/F, E-Tower, 12 Guanghua Lu, Chaoyang District

Time: 9 am-6 pm, Monday-Friday

Tel: 5624 4890



American Bakeries and Delis Catering

A Food Affaire is a convenient spot for grocery shoppers looking to grab some Western food for a quick lunch or dinner. Tucked into a corner in the April Gourmet on Xingfuyicun, its selection includes dips like hummus and duck pate; ready-made tomato and mozzarella or Caesar salads; freshly squeezed fruit juices; homemade pumpkin, lemon and apple pies; as well as more than 10 types of lasagna. Be warned, such goodies often sell out before noon.

Add: 1/F, 5 Xingfuyicun Xili, Chaoyang District (ground floor of Lianbao Apartments next to Yu Xin restaurant)

Time: 8 am-11 pm

Phone: 13501071114

Pinotage

Serving fresh, delicious South African fare, Pinotage has come up with the perfect combination of a beautiful location by the Lane Bridge Compound, a long wine list and good service. Try one of the many fresh salads, honey lime and chili prawns, the Cape Malay bobotie casserole or the KZN Bunny Chow curry, a South African specialty.

Add: Lane Bridge Villa Compound, Laiguangying Dong Lu, Chaoyang District

Time: noon-9 pm Sunday to Thursday, noon-10 pm Fridays and Saturdays

Tel: 6430 7010



Chef Too

This American-owned restaurant describes its style as "fine neighborhood dining." Choose from salads, meaty main courses like burgers, seafood and wood-fired Australian steaks.

A Sunday brunch of eggs benedict, pancakes, french toast and huevos rancheros is available for 68 to 69 yuan.

Chef Too was named "Outstanding American" in the Beijinger's 2011 Reader Restaurant Awards.

Add: Opposite the west gate of Chaoyang Park, Chaoyang District

Time: 11 am-2 pm Tuesday-Friday, 9:30 am-3 pm Saturday and Sunday, 5:30-10 pm Tuesday-Saturday

Tel: 6591 8676

Interior Deco

CETEC

This French-managed company, with offices around Asia, provides foreign furnishing fabrics and unique furniture. It primarily serves villas, hotels, bars and trendy restaurants.

Add: Room 1218B, Interchina Commercial Tower, 33 Dengshikou Dajie, Dongcheng District

Time: 9:30 am-6:30 pm, Monday-Friday

Tel: 6528 8309

FAX: 6528 9859



NE·TIGER opens new shop to promote traditional clothing art

NE·TIGER brought its stunning garments to the opening show of the Parkview Green Artistic Image Shop and "Art Collection" Living House on November 9.

The event attracted many celebrities and stars, such as Xiong Dailin, Gong Xinliang and Li Feier.

NE·TIGER clothes create a "connection between ancient and modern times, and an integration of Chinese and Western elements." The brand strives to inherit and integrate China's artistic treasures – guzheng, go, calligraphy, painting, jade, pottery, tea and flowers – in its needlework.

The brand's beautiful clothes enable viewers to appreciate the unique art of Chinese high-class luxury products.

On the opening day, it entranced the audience with its elegant Huafu and beautiful fur garments on both Parkview Green's runway – the "No. 1 Platform in Asia" – and stage in "Art Collection" Living House.

Models with NE·TIGER's



NE·TIGER Founder Zhang Zhifeng and the fashion stars



A model is accompanied by rappers in the show's finale.

haute couture and luxury fur garments gave the audience a glimpse of Chinese and Western cultural fusion.

The Chinese dresses shined with ancient crafts, like Kesi silk, Nanjing brocade and gold embroidery. The natural and light texture of its fur garments also showed the beauty of natural creatures.

The company has moved its flagship store to NE·TIGER's new artistic image shop and "Art Collection" Living House. As an upholder and inheritor of Chinese traditional culture, Zhang Zhifeng, the brand's founder and artistic director, will lead designers to look inwards and integrate outwards. The team constantly seeks new symbols to represent Chinese culture and philosophy.

Each garment is designed to capture the essence of Chinese civilization and culture. Through its creative clothing, NE·TIGER harnesses the inner spiritual power at the heart of Chinese culture and promotes the revival of tradition.

Dell switches to wheat straw for chemical-free packaging

By Venus Lee

Dell will be making its boxes out of wheat straw, a new sustainable packing material, starting this August.

The change is part of a company goal to use 100 percent sustainable packaging, with all materials being recyclable or compostable.

Dell estimates that it will use 200 tons of wheat straw to pack its products each year. The use of wheat straw could reduce its carbon footprint by 180 tons annually – about as much as stored by 4,600 seedlings planted and grown for a decade.

"Packaging is often the first part of our products that customers see and touch. From that first interaction, we want to ensure our customers know we're dedicated to operating in an environmentally responsible manner," said Oliver F. Campbell, a Dell spokesman.

Dell's wheat straw box material is provided by Yuen Foong Yu Paper Company, China's largest and first wheat straw packing manufacturer, which sources the material from farmers in Yangzhou, Jiangsu Province.

Using the wheat straw for packaging discourages farmers from burning the straw and contributing to air pol-



lution, Yuen said.

"During pulping, the wheat straw will go through an enzymatic process – modeled on the way cows digest grass – that uses 40 percent less energy and almost 90 percent less water than traditional chemical pulping," said Rui-Zhi Huang, the company's factory director.

The boxes look and perform like regular cardboard, and will be recyclable at the end of their life.

In June, Dell committed to establishing a waste-free packaging stream by 2020. As part of this push, the company is working with innovative packaging materials.

It was the first technology company to use bamboo cushions to replace foam inserts when shipping lightweight products such as notebooks. The company also is using mushrooms as an organic alternative to foam for heavier products such as servers.

Both materials are recyclable or compostable.

